



**DIGITAL**

A Harte Hanks Company

TINYpulse

Leveraging Accelerate Growth Engine  
to Drive Volume & Efficiency

## CLIENT

TINYpulse, an employee engagement platform to help companies improve culture and employee happiness.

## PHASE I CHALLENGE

Restructure SEM campaign to improve conversion volume and campaign efficiency.

## PHASE I SOLUTION

In this phase, which spanned Jan. 13 - Feb. 16, we undertook the following strategies: we restructured the search campaign using 3Q's Alpha/Beta structure. We identified top performing search queries and pulled competitor search data to determine Alpha and Beta keywords to implement in the search campaign.

Alpha terms were set as exact match type and Beta terms were set as broad modified match type to harvest search query traffic. We leveraged negative lists to map query traffic to the optimal term within the campaign.

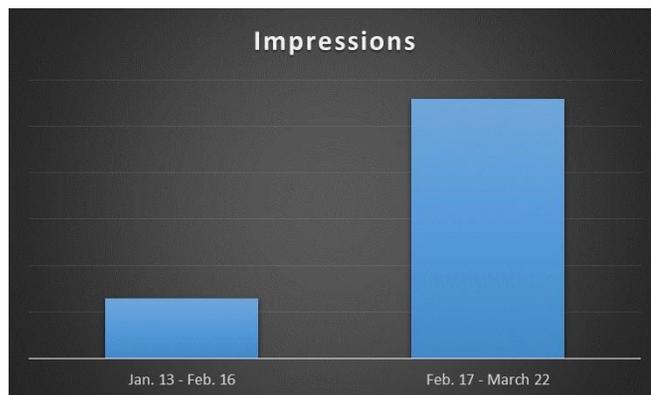
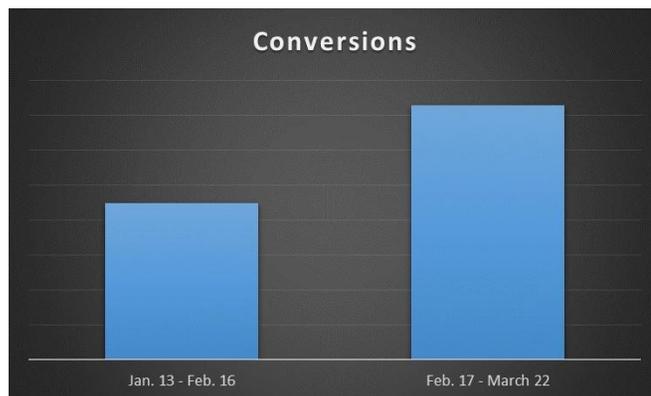
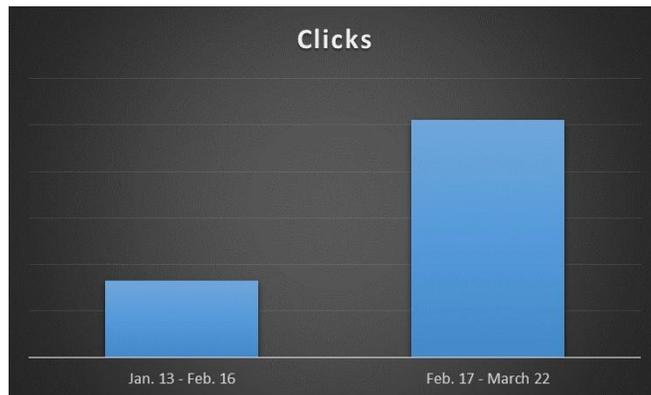
These terms were implemented in single keyword ad groups (SKAGs) for greater control and tailored ad copy.

## PHASE I RESULTS

When the Alpha/Beta structure was fully implemented, the campaign began to see immediate success. The campaign saw a 99% lift in conversion volume. Brand conversion volume increased 49% and non-brand conversion volume increased over 6,000%. The campaign was able to exceed its CPA goal by coming in 84% under the client's benchmark.

The immediate success of the campaign induced the client to see how we could build upon our success by increasing conversion volume.

Enter Phase II....



## PHASE II CHALLENGE

To move higher up the conversion funnel to increase awareness and volume performance metrics across all digital outlets.

## PHASE II SOLUTION

For the next phase, which spans Feb. 22-March 22, we tracked delta changes in impression, click, and conversion volume from all digital channels in order to monitor true impact of our up-funnel strategy.

We profiled TINYpulse's target personas and used Facebook's ability to serve ads to similar audience members across the platform. We developed a custom 1% lookalike audience of our existing customer database and served static and carousel ad units in mobile and desktop News Feeds.

## PHASE II RESULTS

We launched the Facebook initiative described above on Feb. 17 to run in tandem with our SEM campaigns. By March 21, we realized we were able to substantially (and immediately) scale volume and efficiency throughout the time period. The campaign recorded a 62.5% increase in total conversion volume and a 7% decrease in CPA from the previous period.

The campaign also yielded a 208% increase in click volume and 333% increase in impressions.



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